

**REMARKS**

**STATUS OF THE CLAIMS**

Claims 1-26 are pending in the application.

Claims 1-26 are rejected under 35 U.S.C. 102(e) as best as the Examiner is able to ascertain as being anticipated by Handel et al. (U.S. Patent No. 6,195,651).

New claim 27 has been added.

According to the foregoing, the claims are amended and new claim 27 is added, and, thus, the pending claims remain for reconsideration, which is respectfully requested.

No new matter has been added.

Handel discloses only information matching to conditions. On the other hand, the present invention does not select information in advance when displaying. The present invention does not selectively display product information corresponding to individual information of a user, but displays recommended information, like a beneficial product or an interested product for a user and a notice informing decline of stocks for both products presented and not presented as information at the same time. From this point of view, the present invention is really different from Handel displaying only selected information from the beginning, and its purpose is quite different too.

A prima facie case of anticipation has not been established, because there is no evidence expressly or inherently that Handel's selection of information in advance to be displayed based upon a user profile discloses the claimed "selecting the additional information for the individual product basic information presented to the user, based upon comparing the acquired user profile information with the user profile related information used as the display parameter set by the information provider in the additional information database; and ~~presenting to the user the selected additional information together with the basic information of the individual product~~ additionally displaying the selected additional information corresponding to the basic information for said presented basic information." In other words, the claimed embodiment displays product information, and then displays additional information corresponding to the displayed product information.

Dependent Claim 24:

The Office Action relies upon Handel column 29, lines 23-50, which discusses providing content targeted specifically at a member based upon the member's profile. However, Handel fails to disclose expressly or inherently the claimed "wherein the user profile related information set by the information provider ~~and used as~~ the display parameter comprises one or more of age, occupation, or user sex, and wherein the selected additional information is recommendation information." In other words, the claimed embodiments display additional information based upon the user's profile for the displayed product information, whereas Handel selectively displays product information corresponding to individual information (profile) of a user.

As discussed with respect to claim 1, Handel discloses only information matching to conditions. On the other hand, the present invention does not select information in advance when displaying. The present invention does not selectively display product information corresponding to individual information of a user, but displays recommended information, like a beneficial product or an interested product for a user and a notice informing decline of stocks for both products presented and not presented as information at the same time. From this point of view, the present invention is really different from Handel displaying only selected information from the beginning, and its purpose is quite different too. In other words, the claimed embodiment displays product information, and then displays additional information corresponding to the displayed product information.

New Dependent claim 27:

New dependent claim 27 is supported, for example, by FIG. 8. Handel fails to disclose expressly or inherently the claimed "a basic information display area and an additional information display area in a screen displaying a list of individual product information on display; wherein a product information presenting unit displays a list of individual product basic information in said basic information display area, and an additional information presenting unit displays an individual product's additional information selected by the displaying parameter processing unit to said additional information display area."

In view of the foregoing, withdrawal of the rejection of pending claims and allowance of pending claims is respectfully requested.

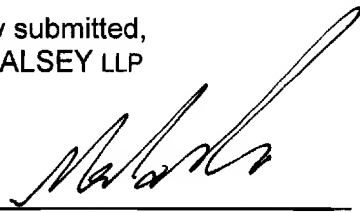
**CONCLUSION**

If there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,  
STAAS & HALSEY LLP

Date: April 1, 2008

By:   
Mehdi D. Sheikerz  
Registration No. 41,307

1201 New York Ave, N.W., 7th Floor  
Washington, D.C. 20005  
Telephone: (202) 434-1500  
Facsimile: (202) 434-1501